

the foundation of a truly compelling experience



The ATG Adaptive Scenario Engine (ASE) provides the foundation you need to plan, implement, and automate relevant and compelling customer interactions that lead to higher revenue, greater customer loyalty, and reduced operating costs.

In the early days of e-business, offering a positive user experience meant little more than designing an attractive interface. But now a truly compelling and lucrative customer experience requires relevant, consistent, information-rich interactions along the full lifecycle of the customer engagement, from marketing to sales to service. A compelling experience makes doing business with an organization easy and pleasurable.

Your challenge is to translate to the online world those practices that have made your brand successful. ATG helps you accomplish this feat with scenarios. Scenarios are pre-defined, choreographed series of interactions. They create a customer experience akin to a guided journey your customers take with you as they interact with your business over multiple online channels - and over time.

The ATG Adaptive Scenario Engine (ASE), the heart of any ATG-driven solution, is what makes this all possible. By helping you learn about, adapt to, and respond to your customers' ever changing needs and preferences, ATG automates the process of leading your customers toward a desired outcome (such as making a purchase, fulfilling a service need, or accessing information). ASE uniquely helps you:

- **Increase sales and improve service across channels** - ASE uses a wide mix of customer data and behavior including account history, Web site and call center interactions, demographic information, and more to create precise profiles that help you target the right messages to the right audiences, improving the effectiveness of your online marketing, sales, and service.
- **Reduce operating and sales costs** - ASE automates both front- and back-end processes, enabling you to reduce labor, IT, and customer acquisition costs, while enhancing overall operating efficiencies. ASE's standards-based architecture also makes it easy to get up and running - and achieve ROI - quickly.
- **Improve customer satisfaction and loyalty** - People prefer to do business with companies that offer a pleasing, relevant, and consistent experience. When you can demonstrate a knowledge of your customers' history and preferences and use that knowledge to uniquely give them the information, products, and services they need most, they'll reward you with their loyalty.

make customer preferences drive your e-business

ASE includes an extensive palette of pre-defined building blocks that simplify the creation and choreography of your customer interactions.

ASE also includes scenario templates for common initiatives - such as customer acquisition, customer retention, profile building, and click-through tracking - that can be adapted to your specific needs, along with easy-to-build custom elements.

At the same time, scenarios are only as effective as the information on which they are based.

To make your customer interactions more relevant and compelling, ASE can gather, organize, and leverage existing customer information in your enterprise. This critical goal is accomplished through three key ASE capabilities:

Profile management and segmentation -

ASE creates customer profiles based on an extensive, customizable, and extendable set of attributes. It can update profiles continuously, based on every interaction or event that the user executes online, with a call center, or at a point of service. Every time you gain a new piece of customer information - whether it's a new order, shipping address, or preference - your scenarios will automatically respond to the updated profile.

ASE also allows you to group customers into market segments and automatically move them among segments as their preferences or behavior change. Grouping individual users into larger categories such as product owner-

ship, geographic location, and account status makes it easier and more efficient to market, sell, and provide service to them.

Content targeting and Scenario

PersonalizationSM - Once you know who your customers are, and which segments they fall into, you can give them a more targeted, relevant experience. For example, if a high-net-worth individual logs on to an investment company's Web site, she will see articles, fund information, and research that meets her expectations rather than the content a lower net-worth customer might see.

Scenario Personalization lets you easily drive pre-designed dialogues that automatically adapt as customers' circumstances change. For example, a retail banking customer may update his or her online profile to reflect being newly married or having had a baby. That new information can trigger tailored promotions for joint banking services, life insurance options, and home-improvement loans.

Data Anywhere ArchitectureSM - ATG's Data Anywhere Architecture (DAA) is what enables ASE to aggregate and apply any enterprise data that your Web applications use. DAA helps you tap into existing customer data sources to create an aggregated customer view that your online applications can use. DAA supports integration via SQL, XML, and Web Services.

“The open architecture of ATG’s Adaptive Scenario Engine makes it easy to customize information for our users, and quickly add new functionality to our site.”

Jerry Potts, Senior Vice President of Marketing and Communications, MFS Investment Management



“We chose the ASE because it enables us to easily integrate a wide number of existing systems. Most important, the technology helps us create stronger relationships with our customers and partners by providing the information they need.”

Herve Derry, eBusiness Transformation Project Program Director, Alcatel

improve cross-channel customer interactions

Creating scenarios has traditionally posed significant IT challenges. Multiple programmers had to work on disparate systems to locate, segment, organize, and manage the data. ASE is the first solution that makes it fast and easy to create, update, and deploy scenarios.

For example, a retail scenario can track the path that an online visitor takes before placing a product in her shopping cart. Should the customer later remove the product from the cart, the scenario can react accordingly -- perhaps by offering a 'free shipment' promotion -- to entice the customer to complete her purchase.

As the customer goes to the Web site, inputs the discount code, and begins to shop, the organization is able to capture and integrate this new information into updatable customer profiles that can be used to develop new scenarios.

A complete customer experience solution

ASE also includes an application workflow engine for managing information flows that involve multiple manual steps, such as approvals, referrals, credit checks, and order fulfillment. Automating both online and offline processes into a single trackable workflow, ASE is a complete customer experience automation tool.

With ASE, ATG has combined industry-leading features with ease of use and ease of implementation, providing a customer experience management solution that helps increase revenues and customer satisfaction while reducing costs and operating inefficiencies. Your marketing, sales, and service functions will work together as never before, driven by shared, accurate, and accessible customer data. Standards-based, ASE integrates easily with your enterprise systems, providing the scalability and flexibility you need to be agile and aggressive in acquiring, serving, and retaining customers and partners.



a foundation of excellence

The ATG Adaptive Scenario Engine is the foundation of a wide range of powerful customer-facing solutions that span the complete customer lifecycle in retail, financial services, telecommunications, government, media/entertainment, travel/leisure, manufacturing, and other industries. They include:

Marketing

- Market segmentation
- Customer profiling
- Targeted content delivery
- Scenario-based application workflow
- Fully integrated Web and e-mail campaigns

Sales

- Business and consumer commerce
- Shopping cart and checkout
- Catalog/product management
- Pricing management
- Merchandising and promotions
- Transaction abandonment analysis
- Inventory management
- A/B split testing

Service

- Event-driven proactive service
- Customer and employee self-service
- Call center knowledge management

In addition, ATG provides a comprehensive set of tools to help business users:

- **Create and deploy Web site content**
- **Integrate Web site applications with data residing in other enterprise systems**
- **Analyze Web site effectiveness**
- **Optimize content and creative presentation to yield the best results**

ATG also offers a full range of education, consulting, and support services to ensure maximum return on your ATG investment.



About ATG

ATG makes the software that the world's largest and most prestigious companies use to create and manage highly targeted, relevant, and rewarding online marketing, sales, and service. With ATG powering your online business, you have the most intelligent and adaptable tools that create a guided and consistent experience for your customers across multiple touch points and throughout the customer lifecycle.

Deployed on the industry's most popular application servers, ATG's solutions power the online business of many of the world's best known brands, including A&E Television, Aetna Services, Inc., Alcatel, American Airlines, Barclays Global Investors, Best Buy, BMG Direct, Eastman Kodak, Ford Motor Credit, HSBC, Hyatt, J.Crew, Merrill Lynch, Newell Rubbermaid, Target, U.S. Army, Walgreen Company, and Wells Fargo.

To learn more about ATG Adaptive Scenario Engine, visit atg.com or call 1-800-RING-ATG.